

ABSTRACT

A sales support device is constructed to assign
a customer terminal of a customer a piece of customer
identifying information related to each individual
5 customer, receive selected commercial product
information related to a commercial product selected
by the customer, store a database with the customer
identifying information and the selected commercial
product information related to the customer in a way
10 that makes them related to each other, receive the
customer identifying information from a trader
terminal of a sales trader having the customer
identifying information, and link the trader terminal
to the selected commercial product information, in
15 the database, related to the customer.